



Funded by  
the European Union

**EU4Environment**  
Green Economy in Eastern Partner Countries



**THE WORLD BANK**  
IBRD • IDA | WORLD BANK GROUP

# Progress Review Meeting: Communications activities

20 November 2025







Armenia



Azerbaijan



Belarus



Georgia



Republic of  
Moldova



Ukraine

# Digital channels



## WEBSITE

EU4Environment website  
EU Neighbours  
EU Delegations  
World Bank

2 million  
impressions  
in 2024



## SOCIAL MEDIA

Partners/consultants  
World Bank country offices  
channels, EU Neighbours, EU  
Delegations  
EU4Environment Facebook  
account: 850 followers



## NEWSLETTERS

EU4Environment newsletter  
(850 subscribers)  
  
WB ECA newsletter



# Programme's communications materials

1

Generic flyer



2

Country flyers



3

Country profiles  
(2024-2025)





# Programme's communications materials

## The Emerald Network

1

Flyers

2

Feature stories



Nature Pays Off: Conserving Georgia's Lakes Grows Local Economies



Tabatskuri village on Georgia's Tabatskuri Lake  
Erekle Sologashvili

3

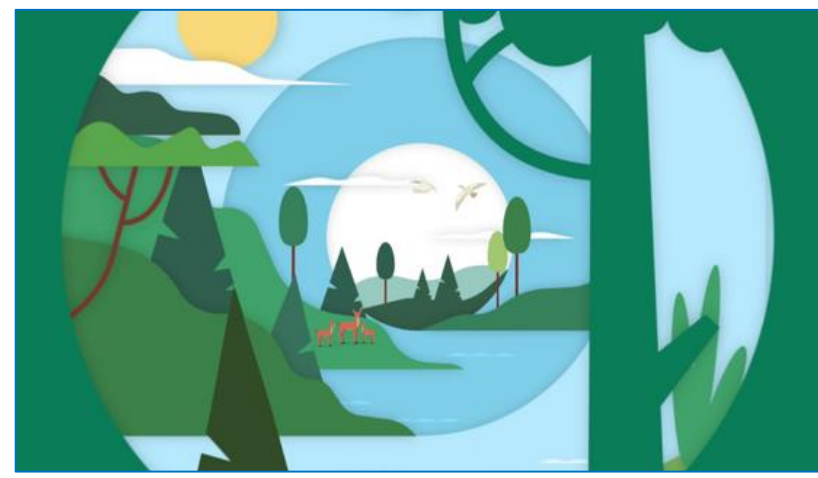
Videos

4

Social media infographics

5

'Explainers'





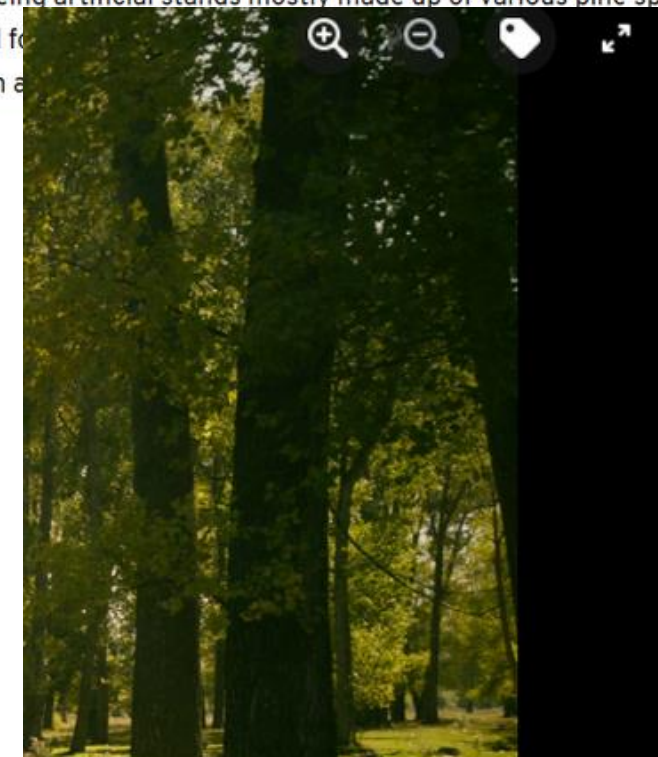
# Communications campaigns



## EU helps safeguard forest resources in Georgia

21/03/2025

Georgia possesses significant forest resources, with approximately 44.5% of its land area covered by forests (3,100,500 ha). Georgia boasts up to 400 species of trees and shrubs. 98.5% of the country's forests are of natural origin with the remaining 1.5% being artificial stands mostly made up of various pine species. Nevertheless, between 2000-2022, the annual loss of the natural forest cover was 0.05%, mainly due to illegal logging and forest fires. Forest erosion and degradation are also a significant concern.



World Bank Armenia -  
Համաշխարհային բանկ  
Հայաստան  
March 21 · 🌐

🌱🌳 Մարտի 21-ն Անտառների միջազգային օրն է: Հայաստանն ունի ընդամենը 11.1% անտառածածկ, հիմնականում Տավուշում, Լոռիում և Սյունիքում: Ապօրինի ծառահատումները, վառելափայտի հավաքումը և հանքարդյունաբերությունը հանգեցնում են անտառահատումների:

Այս խնդիրը լուծելու համար Համաշխարհային բանկը ԵՄ կողմից ֆինանսավորվող #EU4Environment ծրագրի միջոցով աջակցում է Հայաստանին անտառների կայուն կառավարման գործում: Խթանելով պահպանությունն ու պատասխանատու անտառտնտեսությունը՝ այս ջանքերը կօգնեն

June 3, 2025

## World Environment Day: EU and Emerald Network help protect Georgia's lakes and wildlife

Share: [X](#) [f](#) [in](#)

World Environment Day is celebrated every year on 5 June. It raises awareness about pressing environmental challenges and inspires collective action for a healthier planet.



# Communications campaigns



## Billboards



### Armenia

- Topic, slogan in line with COP17 event

### Moldova

- Link between biodiversity and afforestation

Slogan: “Fără pădure nu e viață” (*Without the forest, there is no life*).



# Disseminating results through the World Bank channels

ECA TTLs Share  
What you need to know



## Jobs Grow on Trees: How to Sell Clients and Peers on the Benefits of Managing Nature Better

Program TTL Fisseha Tessema Abissa shares insights on what the EU4Environment Program means for the region and the Bank.



## Internal visibility

- ECA newsletter
- “TTL’s share” story
- “Who we are” story

## The World Bank’s Activities Under the EU4Environment Program



Panorama view of the Dniester river between Moldova and Ukraine.  
Photo: Shutterstock/ trabantos

Overview Insights & Events Publications

### RELATED

EU4Environment Program

Event: Enhancing Biodiversity Protection in the Eastern Partnership Countries: Learning from EU Best Practices

Feature: Investing in Moldova's Forest Biodiversity to Build a More Sustainable Future

Report: Identification of High Conservation Value Forests in the Republic of Moldova

Feature: The Emerald Network in Armenia: Progress, Challenges, and the Future

Feature: Building a Shared Future for All Life — One Protected Area at a Time

Publication: Banking on Protected Areas: Promoting Sustainable Protected Area Tourism to Benefit Local Communities



## External visibility

- EU4Environment page on the WB domain
- Feature stories
- Planet Vertical (formerly "Sustainable Department"), env channels are part of their external comms outreach.



# Thank You

## For Your Attention



[www.eu4environment.org](http://www.eu4environment.org)



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